Dashboards Vs Scorecards – An Insight

The major reason BI has become so successful is because of the emergence of scorecards and dashboards.

These tools digest large volumes of information and convey information in an intuitive format, making it easy to classify and respond to critical, time-sensitive events. They also help in exploring issues and trends without getting completely lost in huge data or reports.

If scorecards are supposed to be balanced, are dashboards innately unbalanced? What is the difference between scorecards and dashboards?

The popular concept seems to be that there is no difference. The terms are used interchangeably in most of the marketing collaterals and performance articles. Perhaps there should be a distinction as a scorecard for a college semester feels like it's addressing a different problem than a dashboard for an automobile.

An example would make this distinction much easier. Consider a Manager who is responsible for Customer Support Function in a Large Enterprise.

Scorecard – Indicators	Dashboard – Indicators
- Issue Resolution Time – Median - Issue Resolution Time – Mean - Percentage of issues resolved at first contact. - Percentage of issues resolved within a certain amount of time. - Mean follow-up satisfaction survey result. These measures look over a period of time (Monthly or Quarterly), base-lined against specific goals, either in absolute terms or improvements Vs a prior period	- Number of inbound calls in queue. - Number of calls in escalation. - Current hold time for inbound calls. - Current hold time for escalations. - Current CSRs online. - Average Call Resolution Time. - Predicted hold time in two hours. All the measures except Average Call Resolution Time would be shown at the exact instant the dashboard is viewed or refreshed.

Based on this simple example certain distinctions can be discerned:

- Scorecard can access the quality of execution whereas dashboards provide tactical guidance.
- Scorecards inherently measure against goals dashboards need not.

Scorecard ⟶
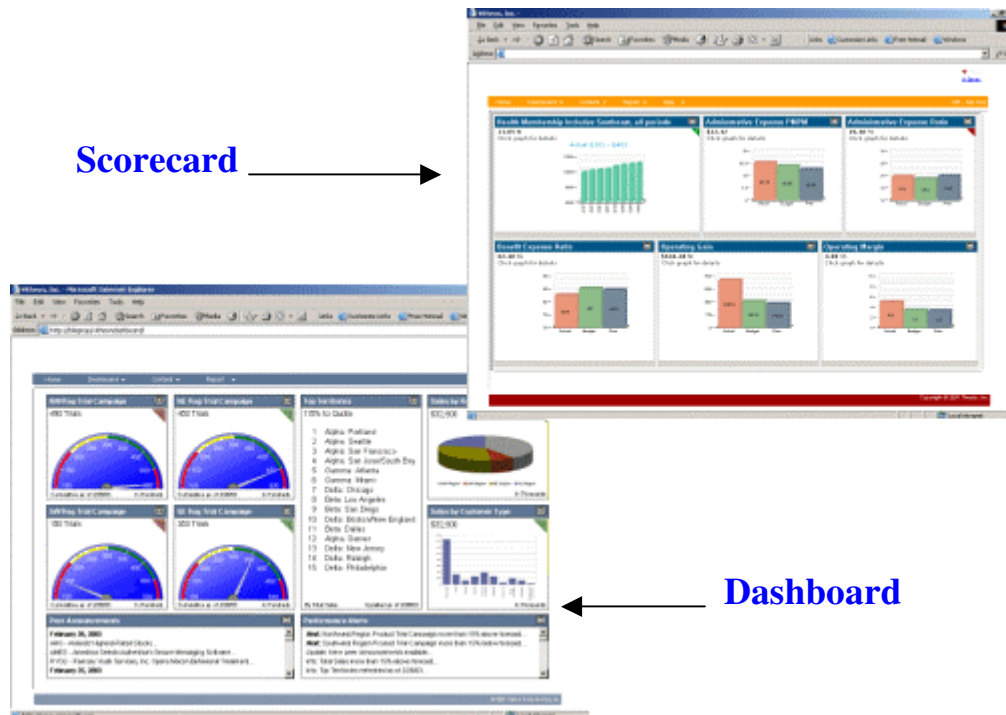
Dashboard ⟵

Bringing Balanced Scorecards & Dashboards Together

Customer relationship dashboards use lots of measures that give you data about how your team is operating, but provide little insight into progress towards your goal of reaching maximum resolutions. Its measuring/monitoring, but not managing. Like wise, customer relationship scorecards presents a quick picture of which strategy you need to concentrate to improve customer satisfaction but lacks any detail as to why are you struggling in bringing up maximum resolutions.

However, there are ways to ensure that Dashboards include the critical connections to strategy. Once you have identified the troublesome measure on the scorecard, you can drill down into maximum resolutions dashboard that contained detailed measures like average call resolution time, call queues and hold time.